

# Alberta TOUR



A PUBLICATION OF THE  
**ALBERTA TRAVEL BUREAU**  
 DEPARTMENT OF ECONOMIC AFFAIRS  
 GOVERNMENT OF ALBERTA

HON. A. J. HOOKE  
 MINISTER

RALPH B. MOORE  
 DEPUTY MINISTER

DANIEL C. CAMPBELL  
 DIRECTOR



MILEAGES TO ALBERTA FROM  
 PRINCIPAL CENTRES

Legislative Building  
Edmonton



12-

# Alberta CANADA

## The Princess Province . . .

will welcome you on your vacation tour through scenic grandeur unrivalled anywhere.

The Canadian Rockies with their famous National Parks — Waterton, Banff and Jasper — are "twenty Switzerlands in one." The foothills and prairies with Elk Island National Park, the Bad Lands of the Red Deer Valley and three score provincial parks are likewise playgrounds for the people where every form of holiday activity may be fully enjoyed in the crisp, clear air of Alberta's great outdoors.



Sky-line view of Crow's Nest Pass — important coal mining district and source of lime — from pinnacles of Turtle Mountain which, in 1903, crashed 60,000,000 tons of rock down upon the mining village of Frank taking approximately 70 lives.

Cardston  
Mormon Temple



Get detailed road and accommodation information at the Alberta Government Information Bureau — junction of No. 2 and 3 highways near Macleod. It is there to welcome and serve our guests.





Red Rock Canyon

Waterton Lakes adjoining Glacier National Park in Montana, is an International Peace Park, marking nearly a century and a half of peace between the United States and Canada.



Waterton Lake

- Fishing
- Hiking
- Boating
- Swimming
- Golfing
- Riding





# Calgary

## STAMPEDE



WHOOPEE!

Fun in Frontier Fashion

Six gala days packed with rodeo thrills and chuck wagon races that have Roman chariot races beaten for spiney chills and hectic spills. Opens second Monday in July.

Portion of Stampede Parade





## THE RED COATS...

Royal Canadian Mounted Police have played a most important role in the development of Alberta since 1874 when, known as the North-west Mounted Police, they established Fort Macleod and brought law and order to the West. They have always been the Indian's best friend.





A teepee under the stars  
or your own private chalet  
amid the pines for your  
holiday tour.



Tourist cabins in Alberta  
are government inspected  
and graded according to  
standards of accommoda-  
tion provided.





## Banff National Park

*Scenic grandeur is  
unsurpassed in  
Alberta's mountain  
wonderland.*

Mount Rundle



Moraine Lake





Left Beaver



Right Spruce

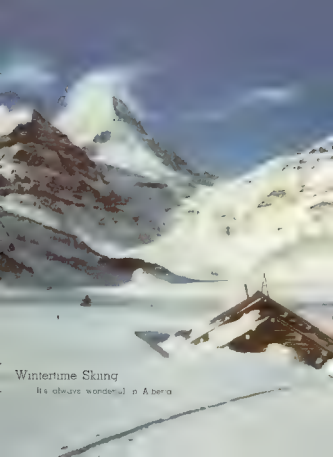
## Jasper National Park

Gems of color and  
richness are the lakes  
and the aspen and  
the birch around the



## Summertime Riding





## Wintertime Skiing

It's always wonderful in Alberta



PYRAMID  
MOUNTAIN  
JASPER

• An Artists Paradise •



*They're tasty ...* in Alberta's Glacial Waters



*Rainbow, eastern brook, Loch Leven, Dolly Varden, trout, whitefish and Arctic grayling are favorites, but there are pickers, perch, pike and other species in abundance as well.*

Swimming pools are numerous and the modern in

Africa. Asper's new pool, known to Olympic standards. Numerous lakes provide good bathing in the primitive manner.





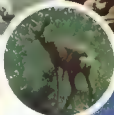
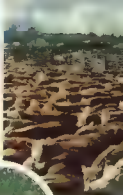


If partridge is one of the most popular of the  
 the ringneck pheasant and Hungarian partridge  
 are also. Alberta's best game lands  
 have, to its province are prairie chicken  
 and grouse. Alberta's northern and  
 are the breeding grounds for millions of  
 in winter, and many.





Indian children in Alberta



## INDIAN SUMMER

As the recent summer season in Alberta closes, for three, too, nature's bounty is slowly light and accommodation plentiful. Alberta's autumn weather is usually mild. Snowfall at some locations generally begins in mid-November.





## Vacation Paradise Summer or Winter

*F*ill modern amenities including chair lift, tows, lodge accommodation or established resorts and good transportation at moderate rates have popularized skiing on the open slopes above timberline in the Canadian Rockies. The terrain provides health exercise for everyone from the beginner to the experienced and scenic majesty required for this winter.

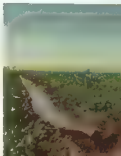




## Agriculture . . .

### Alberta's Primary Industry

Numerous international awards at international agriculture shows testify to Alberta's outstanding achievements in agriculture. Rich fertile lands, suitable climate and ample bright sunshine combine with modern methods and equipment to produce every species of produce and raise some of the North American's finest grain crops. A few have created a reputation. Alberta has created a reputation for its beef and lamb crops for many years.







## OIL and POWER

Abundant in the north, for food and  
shelter, the bison was the basis of a  
laid life of nomadism. The grasses  
and wooded areas were the food  
foundation upon which the  
existence of the bison in Alberta. From  
centres of distribution in the province  
the vast empire of the Fur Trade drew  
its principal supplies.





CHEAP FUEL  
IS ABUNDANT



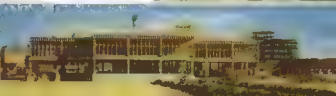
MODERN FACTORIES

AIRCRAFT INDUSTRIES

BUILDING CONSTRUCTION

Alberta is a province of  
diverse modern and pro-  
gressive industrial resources  
and the opportunity of  
working with the most  
advanced and modern  
factories. A number of  
large-scale industrial  
plants are now being  
developed and it is  
not possible to list all  
of them.

*You are invited  
to investigate  
Alberta's Industrial  
Opportunities.*











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Inquiries for detailed information about roads, accommodation and  
vacation activities should be addressed to  
**ALBERTA GOVERNMENT TRAVEL BUREAU**  
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